

100

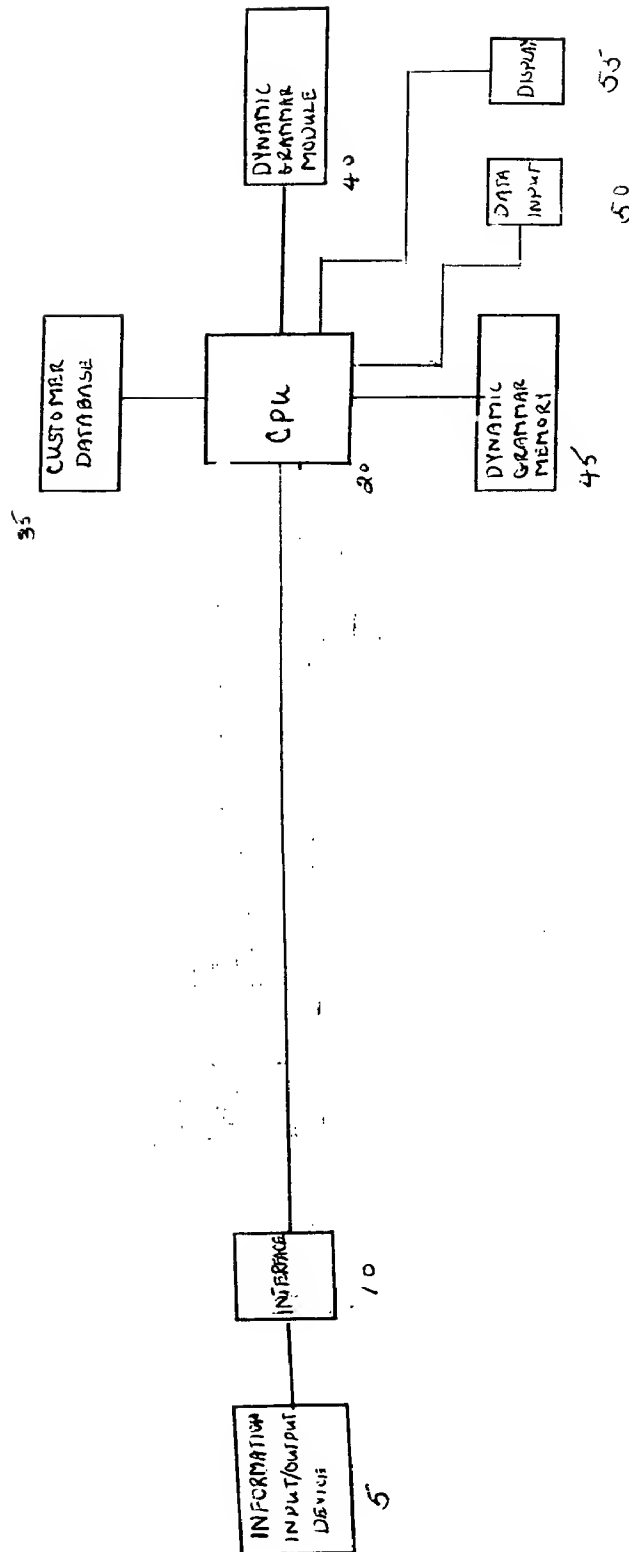


Fig. 1

GENERIC NAME	SPECIFIC NAME
PHONE COMPANY	AT&T
GAS COMPANY	PSE&G
DEPARTMENT STORES	MACY'S J.C. Penney NORDSTROM
BANKS	PNC BANK CITIBANK
BROKER	CHARLES SCHWAB
VISA	CITIBANK VISA PNC VISA
MASTERCARD	NATWEST MASTERCARD

Fig. 2

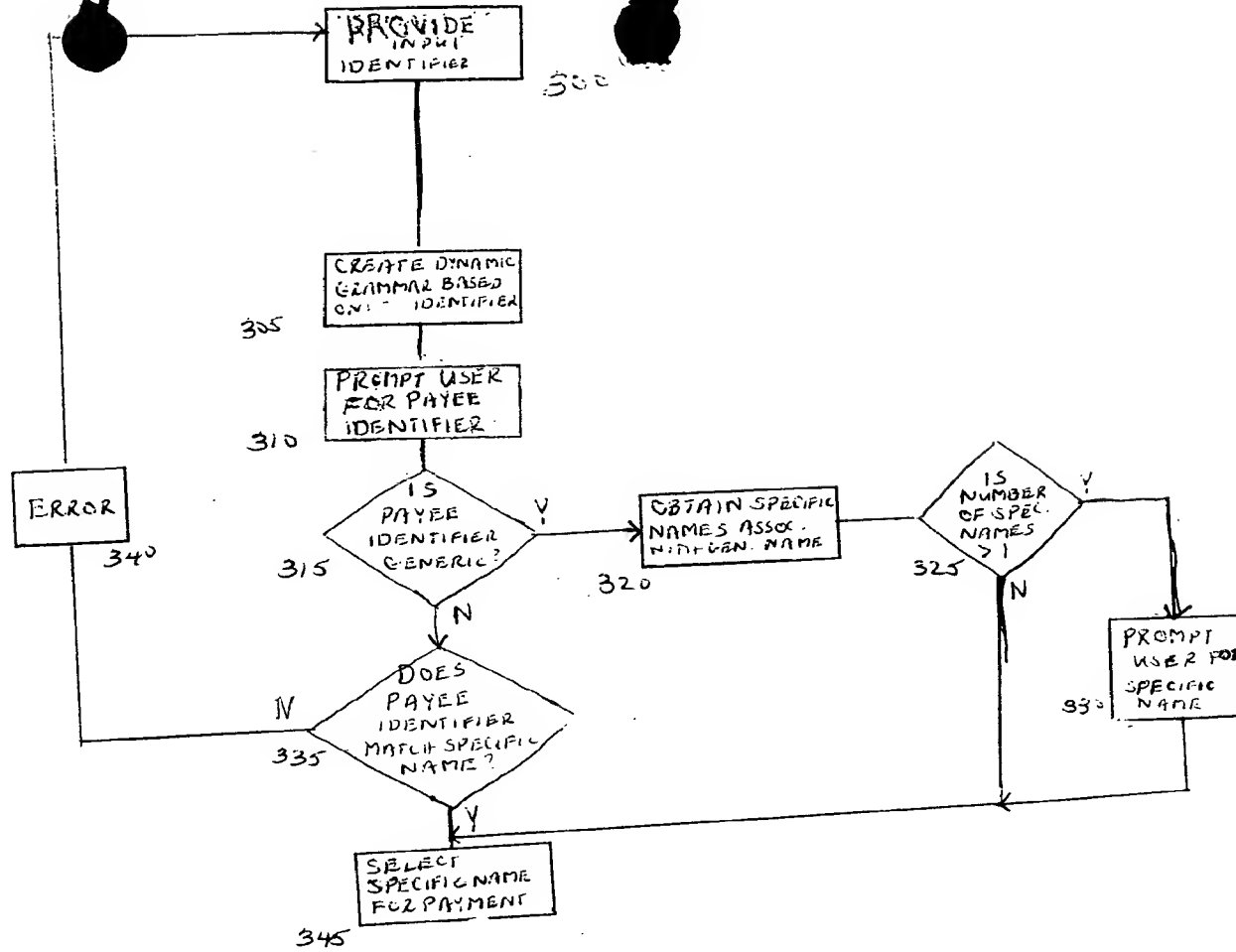


Fig. 3

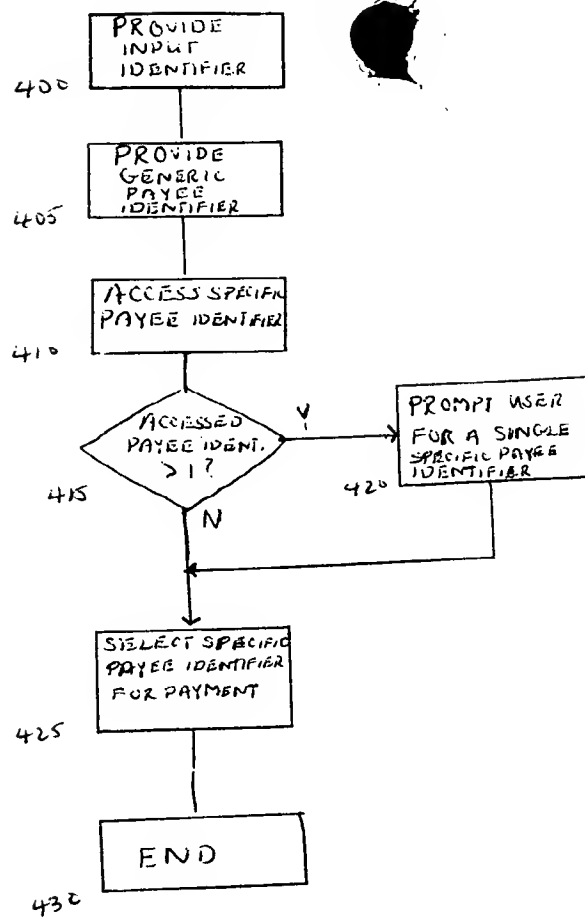


Fig. 4

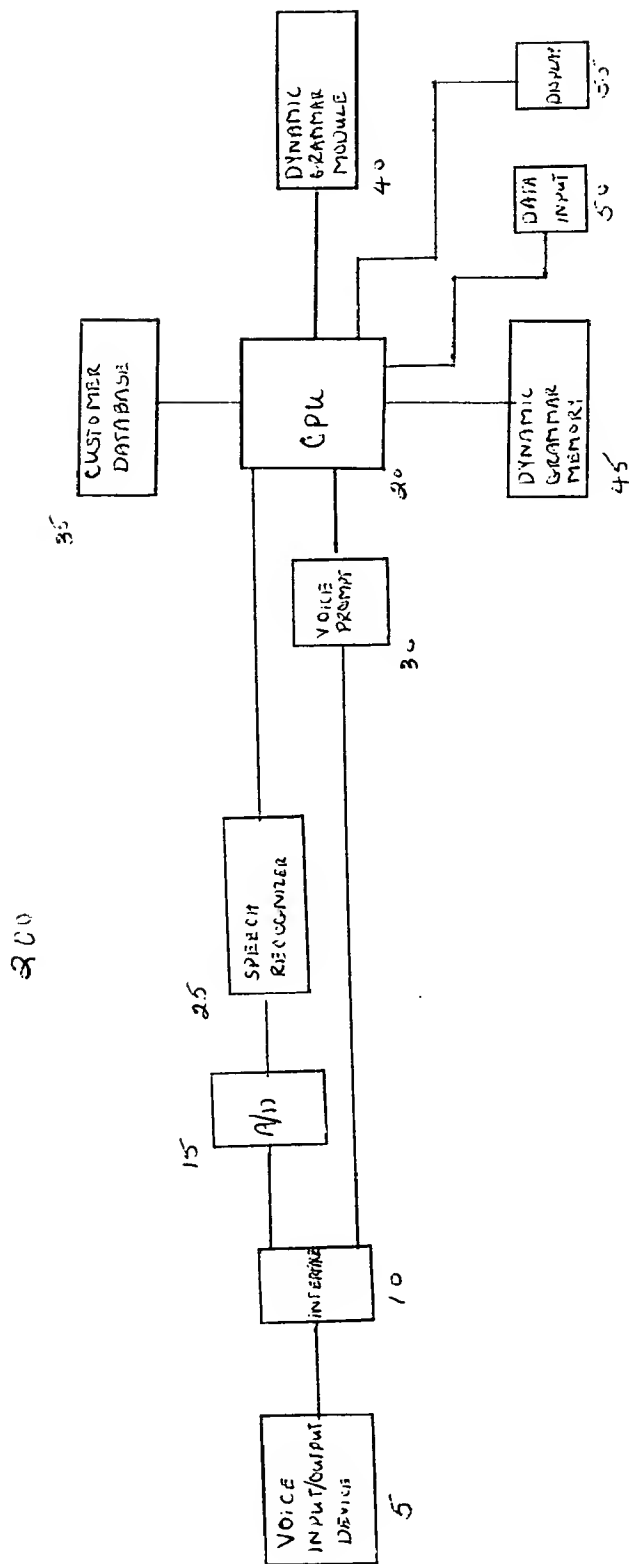


Fig. 5